Drafts

- ISNR:
- BRS: 3
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- L1: (980) (email or e-mail or (e adj2 mail) or (electronic adj2 mail) or electronic-mail or e
- L2: (989) (email or e-mail or (e adj2 mail) or (electronic adj2 mail) or electronic-mail or e
- L3: (430) (email or e-mail or (e adj2 mail) or (electronic adj2 mail) or electronic-mail or e
- L4: (450) 2 and (marketing or advertising or market or advertise or advertisement or promotio
- L5: (450) 4 and (marketing or advertising or market or advertise or advertisement or promotio
- L6: (189) 3 and (marketing or advertising or market or advertise or advertisement or promotio
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- L8: (189) 7 and (sn or serial-number or (serial adj2 number) or serial or url or link or hype
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- L10: (2) ("2001020231").PN.

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- (2) ("6405175").PN.
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- (2) ("6289318").PN.

D..	Document ID	Issue Date	Pages	Title	Current US	Current Xref	Inventor	S
23	US 20020080199	20020627	8	Electronic mail messages and their use to further	345/864		Breiner, Sheldon	
22	US 20020069093	20020606	16	Electronic reservation referral system and method	705/5		Stanfield, Richard C.	
21	US 20020049816	20020425	32	System and method for raising funds and	709/206	705/26	Costin, William	
20	US 20010037283	20011101	13	Systems, methods, and computer program products	705/37	705/10;	Gilmore IV et al.	
19	US 20010034646	20011025	25	System and method for creating a web page return	705/14	705/14;	Mullaney, Julian S. Hoyt, Edward G. et al.	
18	US 20010032240	20011018	14	Messaging system	709/203	705/1	Malone, David et al.	
19	US 20010032133	20011018	20	System for message delivery in interactive communication	705/14	705/1	Moran, Dan	
20	US 20010032132	20011018	19	System for message delivery in interactive communication	705/14	709/206	Moran, Dan	
21	US 20010020231	20010906	39	Marketing system and method	705/14		Perri, Peter III et al.	

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Document ID	Issue Date Page	Title	Current OR Current Xref Retrieval C	Inventor	S C

(email or e-mail or (e adj2 mail) or
(electronic adj2 mail) or
electronic-mail or electronicmail)
adj5 (referral or reference or
referencing or referring or referring
or referred) and (sn or serial-number
or (serial adj2 number) or serial or
url or link or hyperlink or
hyper-link)

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9-16-2004

DOCUMENT-IDENTIFIER: US 20010020231 A1

TITLE: Marketing System and Method

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Abstract Paragraph - ABTX (1):
    A computer assisted compensation method is
provided. The compensation
method comprises sending a message from a first
party to a second party,
wherein the message includes a **link** to a processor
and the **link** has a sponsor
identifier, having the second party select the **link**
to contact the processor,
correlating the first party with the second party,
and providing credit to the
first party for an activity of the second party. A
compensation system and an
apparatus that performs a compensation function are
also provided. A computer
assisted marketing method is also provided. The
computer assisted marketing
method includes identifying a referrer, correlating
a referred consumer and the
referrer that referred the consumer, receiving
referred consumer purchase
information, calculating compensation due to the
referrer for referred consumer
activity, transferring consumer activity related
data to a merchant storage
device, and transferring consumer activity related
data to a non-merchant
storage device. A marketing system and an
apparatus that performs a marketing
function are also provided.

Background of Invention Paragraph - BGTX (9):

[0010] A second method used to drive "traffic" and business to a web site is
an affiliate program. The term "traffic" is intended to describe the number of
consumers that access, purchase from or otherwise interface with a web site or
a merchant's advertising or sales media. An affiliate program is a program
that allows a web site owner to place a **link** to, for example, a product and/or
a service and receive a commission for purchases made that resulted from a user
selecting a **link** on the affiliate program participant's web site. Affiliate
programs solve the problem of not paying out advertising dollars until a
purchase is actually made. However, affiliate programs are only available to
people that have a web site, or have the knowledge to set one up. Also, an
affiliate program will only be effective if the advertising web site can
actually drive enough traffic to the advertised web site to make the program an
effective advertising medium. Therefore, the banner ad method is often
inefficient and the affiliate program method is often ineffective.

Summary of Invention Paragraph - BSTX (2):

[0014] In accordance with one form of the present invention, there is
provided a computer assisted compensation method, comprising sending a message
from a first party to a second party, wherein the message includes a **link** to a
processor and the **link** has a sponsor identifier, having the second party select

the **link** to contact the processor, correlating the first party with the second
party, and providing credit to the first party for an activity of the second
party.

Summary of Invention Paragraph - BSTX (3):
   [0015] A compensation system is also provided. The compensation system
includes a processor and a memory device in communication with the processor,
the memory device having data and instructions stored thereon which, when
executed by the processor, cause the processor to send a message to a first
party for forwarding to a second party, wherein the message includes a **link** to
a processor and the **link** has a sponsor identifier, receive an inquiry from the
second party, wherein said inquiry is initiated by the second party selecting
the **link,** correlate the sponsor identifier of the first party with an activity
of the second party, and provide credit to the first party for an activity of
the second party.

Summary of Invention Paragraph - BSTX (4):
   [0016] A computer readable medium is also provided, wherein the computer
readable medium has instructions stored thereon which, when executed by a
processor, cause said processor to send a message to a first party for
forwarding to a second party, wherein the message includes a **link** to the
processor and the **link** has a sponsor identifier, receive an inquiry from the
second party, wherein the inquiry is initiated by

the second party selecting
the **link,** correlate the sponsor identifier of the
first party with an activity
of the second party, and provide credit to the
first party for activity of the
second party.

Detail Description Paragraph - DETX (4):
    [0053] Referring now to the figures for the
purposes of illustrating the
present preferred embodiments of the invention only
and not for the purposes of ,
limiting the same, Figure 1 is a diagram
illustrating a three-party **viral**
marketing system 10, wherein consumers and
merchants interact through a **viral**
marketing provider. Alternatively, the marketing
system 10 may be provided
directly by the merchant. The system depicted in
Figure 1 includes a user 110
accessing a web site 510 having access to a system
provider database 80 and a
third party database 90 by way of a web robot
software 70. The web robot
software 70 provides the following third party
merchant functionality. In the
three-party system illustrated, one or more
consumers contact the merchant by,
for example, accessing a web site through which the
merchant's goods and/or
services may be purchased. Once the consumer has
accessed the web site, the
consumer may purchase those goods or services, or
may participate in desired
on-line activities such as viewing or listening to
advertisements and may also
access the present marketing system. The consumer
may also participate in the
web site by becoming a member of that site and
referring others to the site.

The consumer may furthermore receive credit for his own participation in the
web site and for referring others to the web site.

Detail Description Paragraph - DETX (6):

[0055] An advantage of the present system to merchants is that a marketer
may create and administer the system in connection with an existing merchant
web site with little effort required on the part of the merchant. The merchant
may simply add a **link** from the merchant's current web site to the system. The
system may then provide the system screens discussed herein, while retaining
the merchant's web site border such that the screen continues to have the look
and feel of the merchant's web site. The member may also return to the
merchant web site when the desired system transaction has been completed.

Detail Description Paragraph - DETX (19):

[0068] Figure 7 illustrates an embodiment of a flow through the membership
registration module 100 of Figure 2. At Step 210, the user 110 may access the
web site using, for example, an Internet connection and a web browser. The web
site may, for example, use a uniform resource locator (**URL**) recognition
mechanism to detect whether the member 110 has a sponsor identifier, and was,
therefore, referred by a member of the site. For example, a user 110 that came
to the web site with a sponsor identifier could have a **URL** such as
"http://www.yourwebsite.com/default. asp?id=username." The **URL** recognition

mechanism may then analyze the **URL** and recognize that the present user was
referred by the member whose user name is "username." If, on the other hand,
the member 110 came to the web site of the member's own accord and has not come
by way of a referral mechanism, the **URL** utilized could be, for example,
"http://www.yourwebsite.com." The **URL** recognition mechanism may recognize that
the present user was not referred by another member because no sponsor
identifier is included in that **URL**. Thus, by automatically including the
sponsor identifier in the prospective member's **URL when the URL** is created, the
system may recognize that the prospective member was referred to the web site
and also may determine the member that referred the prospective member.

Detail Description Paragraph - DETX (20):
   [0069] Either of the above **URL links** will take the user 110 to the home page
of the web site. As outlined in Step 215 of Figure 7, the user 110 may click
on a button or **hyperlink** that says, for example, "Join," and the system will
take the user to the online registration form 132 when selected. If the user
110 had come to the site with a **URL** that includes a sponsor identifier,
resembling, for example, "http://www.yourwebsite.co-m/default.asp?id=username," then the field labeled "sponsor identifier" could
be automatically filled in by the **URL** recognition mechanism. However, if the
user 110 had come to the site through a **URL** that does not include a sponsor

identifier, resembling, for example,
"http://www.yourwebsite.com," then the
sponsor identifier could be blank.

Detail Description Paragraph - DETX (23):
    [0072] At step 235, a second **email, which may be
termed a "referral** gateway"
is sent to the member 110. The referral gateway
may consist of text that
informs a potential member of the salient points of
the program and may include
a **hyperlink** to the system web site that includes
the new member's sponsor
identifier. The sponsor identifier may be embedded
into the email via the
hyperlink so that if a potential member clicks on
it, and then subsequently
registers for the program, the referring member
will get credit for the
referral. The referral gateway provides members an
easy way to refer
additional members to the program and seamlessly,
from the perspective of the
member, receive credit for that referral.

Detail Description Paragraph - DETX (27):
    [0076] Figure 10 is a flow diagram of an
embodiment of a flow through the
member referral module 500 of Figure 2. Once the
user 110 becomes a member
110, the member 110 may refer others to the site
through the use of the member
referral module 500. As shown in Figure 10, the
member 110 may return to the
web site at step 510 and then log in with the
member's user name 250 and
password 255, which comprise a "login process"
shown at step 515. After the
member 110 logs in, the member 110 may select from

multiple referral mechanisms
at step 520 of Figure 10. Each one of the referral mechanisms 520 may be
embedded with the member's sponsor identifier at step 525 automatically by
retrieving the member's sponsor identifier from the member registration
database 160. Once it has been prepared, the referral mechanism is forwarded
to one or more potential new members 130. A potential new member 130 may then
access the web site at step 530 by, for example, selecting a **link** from the
referral mechanism. At step 535, the potential new member 130 may register and
at step 540, the registration module 100 may check the registration data and
accept the new member 130. At step 545, the new member 130 is provided an
account through which the original member 110 may receive credit for any
participation of the new member 130.

Detail Description Paragraph - DETX (28):
    [0077] Figure 11 is a flow diagram illustrating four possible referral
mechanisms which include **email, a referral** gateway, a banner, and a handout.
Email and the referral gateway are relatively quick and easy to use. As
illustrated in Figure 11, the member 110 may access the web site at step 555,
access his sponsor identifier at step 560 and attach that sponsor identifier to
an **email at step 565, a referral** gateway at step 570, a banner ad on a web site
at step 575 and/or a handout at step 580. The referral mechanism is then
forwarded to one or more potential members 130. At step 590, the sponsor

identifier of the referring member 110 is communicated to the web site when the potential member 130 becomes a member so that the referring member 110 receives credit for new member 130 activity.

Detail Description Paragraph - DETX (29):

[0078] Figure 12 illustrates an example of a process that may be utilized in connection with the referral gateway. At step 595, the member 110 receives the referral gateway in an email box after they have requested it be sent to them from the site. The referral gateway may include text that describes the benefits of the program and contains a **link** to the program's web site that has the member's sponsor identifier "embedded" in it. For example, the referral gateway may include standard but modifiable language that is automatically produced by the system for forwarding to the person being referred. The modifiable message may read, for example, "Thought you would enjoy this site. It looks like a great opportunity. It costs nothing to register and they'll even pay you a percentage for referring your friends. Check it out." At step 600, the member 110 forwards the referral gateway to a potential member 130. The subject line of the email may state "Message from "Member's Name"" to inform a known potential member 130 that the email is not spam, but, rather, is a personal message from the member 110. At step 605, the person being referred 130 receives the email. The email may explain the benefits of membership to both the person being referred 130 and the

referring member 110. At step 610,
the email recipient is given an opportunity to
become a member by, for example,
clicking on a **link** that takes the email recipient
130 to the web site. The
email recipient 130 may then access the online
registration form 132 to become
a member. The sponsor identifier box may be
automatically filled in where the
web site is capable of recognizing and capturing
the sponsor identifier of the
referring member 110 which is carried to the web
site **link** from referral email.
Thus, at step 615, when the email recipient 130
becomes a member, the original
member 110 receives credit for referral by way of
the sponsor identifier.

Claims Text - CLTX (2):
   What is claimed is:1. A computer-assisted
compensation method,
comprising:sending a message from a first party to
a second party, wherein the
message includes a **link and the link** has a sponsor
identifier;selecting, by the
second party, the **link**;correlating the sponsor
identifier of the first party
with the second party; andproviding credit to the
first party.

Claims Text - CLTX (11):
   10. The method of claim 9, wherein the email
includes a **URL** that provides
access to a web site and includes the sponsor
identifier.

Claims Text - CLTX (13):
   12. A compensation system, comprising:a

processor; anda memory device in
communication with said processor, the memory
device having data and
instructions stored thereon which, when executed by
said processor, cause said
processor to:send a message to a first party for
forwarding to a second party,
wherein the message includes a **link and the link**
has a sponsor
identifier;receive an inquiry from the second
party, wherein said inquiry is
initiated by the second party selecting the
link;correlate the sponsor
identifier of the first party with an activity of
the second party; andprovide
credit to the first party for the activity of the
second party.

Claims Text - CLTX (14):
    13. A computer readable medium having
instructions stored thereon which,
when executed by a processor, cause said processor
to:send a message to a first
party for forwarding to a second party, wherein the
message includes a **link** to
said processor and the **link** has a sponsor
identifier;receive an inquiry from
the second party, wherein the inquiry is initiated
by the second party
selecting the **link**; correlate the sponsor
identifier of the first party with
an activity of the second party; andprovide credit
to the first party for the
activity of the second party.

Claims Text - CLTX (15):
    14. An apparatus, comprising:means for sending
a message from a first party
to a second party, wherein the message includes a

link and the link has a
sponsor identifier;means for selecting, by the
second party, the **link**;means for
correlating the sponsor identifier of the first
party with the second party;
andmeans for providing credit to the first party
for an activity of the second
party.